Prices of Tickets to Be Reduced Next Season to \$2.50 and \$3, Says Lee Shubert-"Nemesis" Seen as a Play of Horror

By CHARLES DARNTON

TIRST a bit of news for you-and you may agree that it's good news: Next semson the Shuberts will reduce the prices of theatre tickets to \$2.50 for dramatic plays and \$3.00 for musical comedies. This announcement comes from the Lee side of the firm.

Having heard that a Shubert "show" was playing in Philadelphia for no more than \$1.50 a seat, I made it my business to ask "Mister Lee," as he is called about the shop, if he had started a move to lower the high cost of theatre tickets. For a moment he seemed reluctant to go on record, but, after admitting the Philadelphia rate, he went further.

"Yes," said Lee Shubert, "we are going to lower the prices of tickets mext season. We shall charge \$2.50 for dramatic plays, with their comparatively small casts, and \$3 for musical productions, that are more costly because of their large companies."

"Have you found that the prices going to the movies and staying away now charged are keeping people from the so-called "legitimate" theatres.

"No," said Mr. Shubert, "this is not true. I believe the movies are bringbut the reason for the change we intend to make. Everything is coming down in price, and the situation must be met by the theatrical mannager, if not anticipated by him.

Business generally is getting down to a new basis, and the theatre is cobiged to follow the movement of the situation and the incomplete the situation are better, rather than worse.

But I believe they will be better still with a lower cost of tickets, and so lower prices. This is merely a matter I shall pursue that policy." of common sense. War prices no Incidentally, something of a stir along this line has been caused by the announcement that \$5 will be charged to present conditions. We still are obliged to meet increases demanded by people we employ, especially musicians and stage hands, but we cannot afford to disregard the demands of the public."

"Has 13 been a bad season?" I inthis matter I am simply your hum-

"Has 19 been a bad season?" I in- In this matter I am simply your hum-

mg but its own desire for the moment, and therefore it is not to be counted upon in the long run. We must rely upon the general public."

Mad with jealousy, a man might take his wife by the phroat and then with a rubber of the public.

It was necessary to urge Mr. Shubert along with a question as to how and the room. This murder might have the are patrons. Narrowing his calculating eyes, he said:

"Theoughout the country we have shout 150 theatres in our control. The transparence of the room of the room. This murder might have happened in she Grand Guignol, only there it would probably have been given the thrill of a fight for life by the woman.

There is also the possible influence.

call for \$1,600,000,000. That final figindicated by the volume of projects announced but not placed under contract. It is running close to \$400.

\$00,096 a month, or \$4,800,000,000 a year. The main reason for not starting more operations is the lack of ing more operations is the lack of increase in available credit, much of this enormous construction would get through the metropolis revealed further expansion of the building relation to be the new rent haws with open jaws. Another and another went the same way.

"Some time he'll drop one of those" said Billy, "and when he does I will run and get it." So the little gray squirrel settled himself in front of the bullding relations of the past week through the metropolis revealed further expansion of the building relations.

For March, the total was \$29.846,000, revealed the new sentiment. Its members are veterans who have housed hundreds of thousands of New Yorkers, among then being John J. Hearn, Charles Hensel, Ely H. Moran, H. Berman, Hensel, Ely H. Moran, H. Berman, Hensel, Ely H. Moran, H. Berman, H. Goodman, H. Edelstein, The home projects new are running. Charles Figure A. Miller, M. A. Lang, Charles Figure A. Lan

Emmett Corrigan and Olive Tell In the Melodrama "Nemesis"



## The Evening World's Kiddie Klub Korner

#### Conducted by Eleanor Schorer Woodland Wonder Tales

By Cousin Eleanor

No. 36—Billy Brighteyes Goes to the Circus.

woodland was unusually quiet. A faint breeze pushed on the whole. Every worthy production has been given excellent patronage, especially in New York. There is a public here that would pay \$50 a seat for something it was eager to see, but this public is so small that in the end it would mean nothing to the theatre. It would support nothing but its own desire for the moment, and therefore it is not to be counted upon in the least of the moment. But this hard and there is the sincerity and there, Little subdued fwitters told that some birds were awake, but most of them were still sleeping or something it was eager to see, but this way slowly through the thick mist to git a tree top here and there. Little subdued fwitters told that some birds were awake, but most of them were still sleeping or silently. It was a queer kind of a play of horror.

Mad with jealousy, a man might take his wife by the throat and then stab her. But this horoat and then stab her. But this horoat and then its way slowly through the

very edge of the forest, and then on across a meadow and into a garden in the middle of which grew a house At least for all Billy knew it had grown there, anyway he didn't care For I myself doth know, "Throughout the country we have shout 150 theatres in our control. The standard of prices we fix must be small by any one booking our houses—that's all there is to it. If another manager isn't willing so play at the rates we establish 'te will have to look elsewhere for a house."

Naturally, the question of competition came up, and Mr. Shubert answered it with:

"Managers generally, in my opinion, will be compelled to reduce prices."

"You believe prices are too high?"

"Yes, I do," he admitted. "But at the same and are about to kill his house and the houses his house his had got there, it was timed house long drearly and the look to to to the much the same beat as a prisoner in a case was a prisoner in a case of the man in much how it had got there, it was

COUNTRY FOLLOWS

In the New England States, contracts awarded for March, calling for \$13,252,000 are \$4 per cent, above the total of the preceding month. The field, was a ring of red wagons, without horses but with bars on the sides through which one could see other animals, big, fierce, loud-liking animals such as never came to his woodland. Billy Brighteyes \$574,000. Contemplated work is more than four times that put under way. The Middle Atlantic States started than four times that put under way. The Middle Atlantic States started to his woodland. Billy Brighteyes \$574,000. Contemplated work is more than four times that put under way. The Middle Atlantic States started to his woodland. Billy Brighteyes \$574,000 contemplated work is more than four times that put under way. The Middle Atlantic States started to his woodland. Billy Brighteyes \$574,000 contemplated work foots up to \$185,202,-000.

The Pittsburgh district for March, with \$13,751,000 is \$87 per cent, choose the show, Billy was fascinated; he watched and wondered to the property of the parter and \$45,513,000 of the quarter, it scores \$56,569,000 with residential. In the northwest the \$15,25,000 for the quarter and \$4,5513,000 for th

ruary. Home work is taking 26 per cent.

These figures show that the metropolitan district leads all of the counterparts of th iry in its high percentage of residen-tial construction. And the main in-centive around Greater New York seems to be the new rent laws with

Spring.

erate cost homes. Owening builders are flooding the suburbs with their scattering violets, daffedils, eperations and flat builders are filing plans and buying sites in steadily in-

clad brook, And it trills along through field and

While from the hills the echoes sing,
"Oh welcome to thee, Welcome
Spring." By EVA TITMAN, age fourteen Lawrence, L. I.

And will you tell me, birdies

## IN THE REALM OF MUSIC

#### "Aida" Opens Week in Opera; Other Music

me of the Metropolitan opera season Monday evening, when it will be sung by Mmes. Muzio, Claussen and Harvard and Messrs. Crimi, Danise, Didur, Gustafson and Audisio, "Horis Godunoff" will have its first performance this season next Saturday eve-ning, when it will be sung by Mmes. Gordon, Delaunois, Howard and Messrs Harrold, Didur, Rothier, Ana-nian, Papi conducting, "Lohengrin" will be sung at a special matine on Friday by Mines, Easton and Claus-sen and Messra, Sembach, Whitehilt, Gustafson and Leonhardt.

Gustafson and Leothardt.

Other operas next week will be "Louise" on Wednezday evening, with Mmes. Farrar, Berat and Delaunois and Messrs. Harrold, Whitehill and Ananian. "Pagliacci" and "Il Segreto di Suzanna" Thursday evening, the former sung by Miss Sundelius and Messrs. Martinelli and Amato, and "Il Segreto di Suzanna" by Miss Bori and Messrs. Scotti and Paltrinieri; "Madam Buterfly" on Friday evening, with Mme. Fatrar and Messrs. Gigtl, De Luca and Ananian; "Manon Lescaut" Saturday matinee, with Mmes. Muzio and Telva and Messrs. Grimi, Scotti and Malatesta. At tomorrow's concert an operatic pro-

Crimi, Scotti and Malatesta. At tomorrow's concert an operatic programme will be rendered.

Erno Dohnanyi, Hungarian pianist,
will be soloist at the National Symphony concerts, under Artur Bodanzky, to be given in Carnegie Hall
to-morrow evening and next Tueswill be soloist at the National Symphony concerts, under Artur Bodanzky, to be given in Carnegie Hali to-morrow evening and next Tuesday afternoon. Mr. Dohnanyi will play Beethoven's concerto in E flat major, the "Emperor." The orchestration of the National Symphony and Augusta Cottlew, planist at night. Guiomas Novaes gives he season's farewell piano recital in Major, the "Emperor." The orchestration of Saturday afternoon. major, the "Emperor." The orchestra numbers will be the "Bartered Bride" overture of Smetana and Tchaikovsky's Fourth Symphony, Francis Macmillen, violinist, will apchestra, founded by the late Alfred

pear at the concert next Wednesday evening. He will play the Goldmark concerto for violin. The orchestral numbers comprise Beethoven's "Coriolanus" overture, Ravel's "Mother Goose" suite and Gliere's symphonic poem "The Sirens." On next Saturday afternoon the soloist will be Julia Glass. She will play the Schumann concerto. The other numbers will be concerto. The other numbers will be Beethoven's "Egmont" overture and Brahme's symphony No. 1, in C minor. The concert to-morrow night is at popular prices.

Mme, Julia Culp will give her first New York recital, after an absence of five years, to-morrow afternoon in

collan Hall.
The fifth and final of the second season series of Frederic Warren Ballad Concerts at the Longacre Theatte to-morrow afternoon will have a group of six contributing artists. Sophie Braslau, contralto, will give a recital to-morrow afternoon in Car-negie Hall.

Thomas Egan will give his furewell

Theatres Under Direction of Hugo Riescufeld

In "Deception" the love story of Anne Boleyn and King Henry VIII of England SHALL offer at the Rivoli Theatre, a motion picture that will reveal the possibilities of the screen in

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season in the history of this, the most popular theatre in New York!

Week April 18th-STEP LIVELY GIRLS with DON BARGLAY.

Lincoln Seligman, completes its nine- New York recital at the Town Hall teenth season with a subscription on Monday evening, April 16. His concert at Acollan Hall on Sunday programme will incude compositions afternoon, April 17, at 2.15. by Bach-Busoni, Chopin, Granados, Afternoon, April 17, at 2.15.

Alfred Boswell, a pianist, pupil of Albeniz, Liszt and a group of the Emile Blanchet, will give his first works of Bianchet.

AMUSEMENTS.

#### SUPPOSE YOU WERE THIS WOMAN—

Suppose you had loved "not wisely but too well"; suppose the man was held fast for a crime of which he was innocent; suppose his only possibility of freedom lay in your releasing him from the oath to secrecy that was keeping him prisoner. And suppose the release from that oath meant your own everlasting shame. What

See R. A. Walsh's Remarkable Screen Presentation at THE MARK STRAND THEATRE
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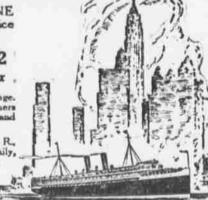
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Cuticura Soap For the Hands

Notice to Advertisers

THE WORLD

# of road companies than in any other has crime to the District Attorney, It all about were still drowsing, but in the field to think about the innocent victim who is being murdered in the electric chair. Still, it must be granted that a play with an idea is worth a dozen without one. Tountry follows The thing was red and white, alling was red and white, in the New England States, contracts awarded for March, calling for tracts awarded for March, calling for the sides through which one could be sides through the sides t

show a round \$400,000,000 of new work under way. At this rate the projects started during the entire year would ures may well be far above this is

Contracts awarded during the past Contracts awarded during the past month throughout the country called for 164,194,000, according to the F. W. Dodge Company reports, issued to day. They exceed the February figures by 63 per cent. and those of a year ago by 78. The big increases are due to small projects, largely residential. During the quarter, contracts awarded called for \$376,631,000 While speculative builders are striving naturally to obtain the most favorable terms before launching his operations, with 37 per cent. or \$60,693,000, residential.

In New York State and Northern

To illustrate this, Brooklyn builders are striving the flowers. Scattering violets, daffeddis, Waking up the crous flowers. Bringing on the April showers. Stringing on the April showers. She brings with her the hum of bees. And songs of birds, nesting in trees, with 37 per cent. On \$12,150 operations, with 37 per cent. The New York State and Northern of the programment of the programment of the programment of the personnel of the state of the state

or \$50,693,096, residential.

In New York State and Northern New Jersey, the Dedge reports verify the figures of metropolitan building outlays published a week ago in The Evening World—a total of \$67,100,000. Covering the remaining territory outledge the metropolitan zone, the total side the metropolitan zone, the total becomes \$72,622,000. Contemplated for building losins and architects work reported amounts to \$492,324,000. plans. The first meeting in a long time but this includes the Hudson River of the Builders' Association, at the

that home projects now are running Char at least half of the entire genetrue- ner.

Incidentally, something of a stir

butchery. Then with a rubber finger tip bearing the marks of his wife's lover he imprints, supposedly, dam-

increase in available credit, much of this enormous construction would get there expansion of the building reunder way, because it is based upon crate cost homes. Dwelling builders crate cost homes. Dwelling builders

able terms before launching his operations, and are thus estensibly supporting much of the programand of landlords who still fight to hold remiss at highest levels, it is plain that all are eager to get projects under way in spite of their talk to the contrary. This is shown by their bidding for sites and their hustling negotiations for building loans and architects.

And a froitesome breeze from over the sea, and architects particularly appears.

Sets to damcing the flowers and grass pages.

She sets free from bondage the acceled brook.

And it trills along through field and nook. plans. The first meeting in a long time of the Builders' Association, at the call of President Harry Goodstein,

Charles Finum, A. Miller,

Why Are Birdies Happy? Whenever you I see

Breadway at 66th St. At M'a the sweet air makes you gay,



It makes little children play.

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the ten Kiddie Klub members, aged from six to fifteen inclusive, who send in the best essays or poems on "The Kiddle Klub's Birthday."

Neither essays nor poems must ex-ceed 150 words.

The work must be original and the ontestant must not accept help from

Write NAME, AGE, ADDRESS and CERTIFICATE, NUMBER distinctly, Address N. Y. Evening World Kiddie Klub, No. 63 Park Row, New York Contest closes Wednesday, April 27



CIRCUS ACROBAT KILLED. Sells-Floto Performer Misses Dit

ficult "Triple Turn" Feat. CHICAGO, April 9 .- Ernest Lane, on of the nine persons taking part in the Ward "casting" act in the Sells-Floto lircus, died yesterday from injuries re eived in a full while rehearing. The 'casters" who fly through the air near the roof of the building, have long arked high in the circus profession. The Ward act this year concentration a triple actual someranuit ending "catch" A man sailing through i turns over three times and is caugh another man at the end of th

The third turn is regarded as the ult

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